



POTENTIAL AND STRATEGY OF HALAL ECONOMIC DEVELOPMENT IN THE HALAL INDUSTRY SECTOR

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ABSTRAK

Potensi dan strategi pengembangan ekonomi halal dalam sektor industri halal telah menjadi perhatian global seiring meningkatnya permintaan akan produk dan layanan yang sesuai dengan prinsip syariah. Potensi besar ini didukung oleh pertumbuhan populasi Muslim global, kesadaran akan pentingnya produk halal, serta dukungan regulasi dan kebijakan pemerintah di berbagai negara. Jenis penelitian ini merupakan penelitian kualitatif deksriptif. Dimana untuk sumber-sumber penelitian yang digunakan merupakan beberapa sumber seperti buku, karya ilmiah jurnal, ensiklopedia, literatur, karya ilmiah, serta website yang memiliki keterkaitan dengan penelitian ini. Hasil penelitian ini menunjukkan bahwa potensi ekonomi halal di sektor industry halal sangatlah besar jika menggunakan industry halal 4.0, seperti meningkatnya efisiensi produksi, meningkatnya transparansi dan keamanan, adanya bentuk inovasi produk dan layanan, dan meningkatnya akses pasar global. Serta pemberian sertifikasi halal telah menjadi alat penting untuk memperluas akses ke pasar global. Untuk strategi pengembangan ekonomi halal di sektor industry halal seperti; pertama, pemerintah perlu mengadopsi kebijakan pro-halal. Seperti memberikan insentif dan fasilitas bagi pelaku industry halal. Kedua, peningkatan investasi dalam riset dan pengembangan teknologi halal diperlukan untuk meningkatkan kualitas dan diversifikasi produk halal. Ketiga, promosi dan pemasaran yang efektif harus diterapkan untuk meningkatkan kesadaran konsumen tentang produk halal.

Kata Kunci: Potensi, Strategi Pengembangan, Ekonomi Halal, Industri Halal 4.0

ABSTRACT

The potential and strategy for the development of the halal economy in the halal industry sector has become a global concern as the demand for products and services in accordance with sharia principles increases. This great potential is supported by the growth of the global Muslim population, awareness of the importance of halal products, and support for government regulations and policies in various countries. This type of research is a descriptive qualitative research. Where the research sources used are several sources such as books, scientific papers, journals, encyclopedias, literature, scientific works, and websites that are related to this research. The results of this study show that the potential of the halal economy in the halal industry sector is very large if using the halal industry 4.0, such as increasing production efficiency, increasing transparency and safety, the existence of product and service innovation, and increasing global market accesses. As well as providing halal certification has become an important tool to expand access to the global market. For halal economic development strategies in the halal industry sector such as; First, the government needs to adopt a pro-halal policy. Such as providing incentives and facilities for halal industry players. Second, increased investment in halal research and technology development is needed to improve the quality and diversification of halal products. Third, effective promotion and marketing must be implemented to increase consumer awareness of halal products.

Keywords: Potential, Developer Strategy, Halal Economy, Halal Industri 4.0

INTRODUCTION

In 2022, the State of Global Islamic Economic Report (SGIER) provides data regarding participating countries (OIC) of the Organization of Islamic Cooperation that Malaysia always ranks first in halal food, Muslim-friendly travel, sharia finance, and pharmaceutical & cosmetics (Global Islamic

Economy Report 2020/21, 2021). Followed by Indonesia, which is always in the top six in terms of halal food, Islamic finance, Muslim-friendly travel, and pharmaceuticals & cosmetics (*Rahmat Husein Lubis, 2022*). The existence of Indonesia and Malaysia in the top four rankings in the 2022 State of Global Islamic Economic Report (SGIER) data cannot be separated from the government's policy of guaranteeing all halal products, both exports and exports during distribution.

In Indonesia, the beginning of the issuance of halal certification was issued by the Indonesian Ulema Council (MUI). The performance of (MUI) or the Indonesian Ulema Council in providing halal labels was deemed less effective, so it was transferred to (BPJPH) or the Halal Product Guarantee Organizing Agency (*Dewi Rahmawati Gustini et al., 2022*). The Indonesian government drafted a law on Halal Assurance for the public. Indonesia is a country with a majority Muslim population. Making Indonesia have the potential to develop the progress of the national halal economy (*Warto & Samsuri, 2020*). One of the halal economic developments is the development of the Indonesian halal industrial sector. Apart from that, the development of the Indonesian halal industry in 2023 will experience very good development (*Noviarita et al., 2021*). The current development of the halal industry which has received halal certification has experienced a significant growth in numbers (*Tanjung & Panggabean, 2022*).

Then, Law No. 3 of 2014 concerning Guarantees for Halal Products was issued by the government (*Lubis et al., 2023*). The Indonesian government and the House of Representatives (DPR) agreed that the Ministry of Religion should provide authority to supervise halal regulations. After that, the Ministry of Religion of the Republic of Indonesia formed (BPJPH) the Halal Product Guarantee Organizing Body and the Indonesian Ulema Council (MUI) gave a halal fatwa to (BPJPH) or the Halal Product Guarantee Organizing Body providing halal label certification for every product in Indonesia in the form of food, drinks, cosmetics, industrial halal, and foreign products entering Indonesia.

The problem of the halal supply chain in Indonesia is that it has a close relationship with the sustainability of the halal economy. The first is related to Indonesia's halal integrity, the integrity in question is ensuring that the product to be distributed is halal in its existence. Second, namely the limited halal supply chain. Next, the third is that studies will discuss in more depth the products that want to be included in the halal import chain, which is still minimal. So that it has an impact on world halal publications, Malaysia is always at the top of Indonesia. Even though if we look at it from the perspective of the world's Muslim population, Indonesia is more numerous than Malaysia, in terms of halal income it is inferior to Malaysia. Many studies reveal that the supply chain for halal products in developed countries already uses artificial intelligence (AI). *Kurniawati* stated that the qualitative and quantitative approach to halal supply has a balance. However, in Indonesia itself, artificial intelligence (AI) has not yet been applied in the field of research in Indonesian halal supply.

The implementation of Indonesia's halal supply chain is currently experiencing several problems, such as the need to use the QR method. The QR method in question has the impact of minimizing the total distribution of halal logistics costs. Halal chain suppliers using the QR method have the following functions; first, the total cost of halal logistics is more minimized, second, the distribution network of halal

suppliers is more minimized, third, the distribution of halal meat is more maximized, fourth, forms of deficiencies in the distribution of halal supplies are further minimized. Fifth, the layout of a warehouse for storing halal products, is more neatly arranged. And related to small problems, it is even more conditioned (Battour et al. 2022).

Several previous findings indicate that it is necessary to carry out further studies on the halal supply chain and link it to the OR/AI methodology so that halal Indonesia can be sustainable in the future. The methodology with OR/AI has clear mathematics. This is because the method of using OR mathematics will be the basis for making a decision. However, whether this is achieved or not is a decision at the end of the process. Basically, OR focuses on the final value to be determined and the world goal must occur in the form of maximization of income, results, performance, and even profits. The OR can also minimize activities such as risks, costs, and losses that will occur in the future. In a broad sense, the model using the OR method has three basic components, namely; First, the decision in question is about how we determine a value. Second, the objective in question is our form of optimization, namely how to minimize and maximize. Third, the obstacle in question is the form of solution to be provided (Kurniawati & Cakravastia, 2023).

The halal supply chain has a clear link and relationship between economic sustainability and halal supply. Where a halal economy requires a halal supply chain in its implementation. This is because if halal logistics is not implemented perfectly, it will have an impact on logistics costs that are soaring compared to conventional supply chains. In this way, halal supplies can solve the problems of high logistics costs. In addition, from an environmental perspective, if the halal supply chain is implemented properly, the surrounding environment will not be polluted. So waste from similar dangerous halal products is not directly consumed by Muslims and damages the environment. From a social sustainability point of view, if at the time the halal supply chain is not managed properly, halal products will indirectly be contaminated or mixed with non-halal products. The effect is to cause consumer dissatisfaction and distrust towards a company and the existing halal industry. However, social, satisfaction and trust are two important variables in a sustainable halal economy.

This research has differences from previous studies (Kurniawati & Cakravastia, 2023).. Halal logistics costs with mixed logistics costs can be profitable, more cost-effective distribution road planning, and so on. Therefore, the application of the OR method is necessary in creating a sustainable halal economy so that an Islamic economic system can be optimized in Indonesia, especially in the sustainable halal economic sector. And study (Syarif, 2019) The conclusion is that a halal economy with a religious background is not one of the causes of halal economic potential in a country. Apart from that, the development of the halal industry in various developing countries with a majority of non-Muslim religions has also become a new discourse for the government. This research update lies in the research focus on the potential and strategies for halal economic development in the halal industry.

In the study (Sungkawaningrum, 2019) the conclusion is that banks not only play a role in financing, but sharia banks are also expected to have halal intelligence, support providers of the halal

industry, and it is hoped that the government will also provide support to MSME players to realizing a well-developed halal industry. In the study (Yudha and Kafabih 2021) the conclusion is that the newest sharia economic source is the halal industry, especially for halal MSMEs. Where the halal industry has been able to raise state fiscal funds. In a study (Samsul et al., 2022) in conclusion, there are five aspects of opportunities from the halal industry, namely global recognition, finance, halal food, halal tourism, and aspects of a halal lifestyle. The challenges of the halal industry are competitors from countries that first implemented the concept of the halal industry, the unavailability of halal certification, and the incompatibility of Muslim countries to establish correct halal standards. Then in the study (Razalia, Ramadhan, Angga Syahputra, 2021) the conclusion is that the development of the halal industry in question must be supported by the regional government, especially in the halal tourism sector because Aceh itself was the first region to implement Islamic law.

LITERATURE REVIEW

HALAL ECONOMY

Halal economics is an economic concept underlying the production, distribution, and consumption of goods and services that adhere to Islamic sharia principles. This concept has become one of the main components in economic growth in many countries with significant Muslim populations, but it is also increasingly recognized and sought after by global consumers seeking healthier, fairer, and more sustainable products.

The principles of halal economics are the moral and ethical guidelines underlying economic activities that adhere to the principles of Islamic sharia. These principles form the basis for the halal economy and legitimate business in Islam (Maharani and Yusuf 2020). Here are some of the most important principles of halal economics: *first*, Compliance with Sharia, The most fundamental principle in halal economics is adherence to Islamic sharia principles. These include prohibitions against *riba* (interest), food and drink that are haram (not halal), as well as Islamic ethical and moral principles. *Second*, Justice and Equality, the halal economy must be based on the principles of justice and equality. Everyone should be treated fairly in economic transactions, and there should be no exploitation or inequality harming the other party. *Transparency* in business and economic transactions is an important principle in the halal economy. All relevant information must be available and clearly disclosed, and there must be no fraud or manipulation of information. *Ownership* of assets and assets must be halal, meaning that they are not obtained from sources that are haram or violate sharia principles. It includes prohibitions against theft, fraud, and unauthorized sources of income. *Fifth*, Economic Empowerment, This principle prioritizes the economic empowerment of the community. This includes supporting Small and Medium Enterprises (SMEs) and local entrepreneurs to ensure a more equitable distribution of wealth.

Then *sixth*, Social Welfare, This principle encourages the creation of social welfare. The halal economy must prioritize the welfare of society and ensure that the basic needs of all individuals are met. *Seventh*, Avoidance of Scattering and Overconsumption, This principle reminds us to avoid waste,

overconsumption, and luxury behavior. Islam teaches wisdom in the use of resources and material possessions. *Eighth*, Poverty Alleviation, This principle emphasizes the importance of poverty alleviation and economic inequality. This includes the redistribution of wealth through zakat (religious donations) and social programs. Quality Innovation, Products and services produced in the halal economy must be innovative and of high quality. Islam encourages its people to do their best in everything. *Tenth*, Education and Knowledge, Education and knowledge in the halal economy are key. Individuals and communities should be empowered with knowledge of the principles of sharia and how to participate in the halal economy. *Eleventh*, Environmental Concern and Halal economics also include concern for the environment. The principles of sustainability should be applied in production and consumption, avoiding environmentally damaging practices. *Twelfth*, Avoidance of Riba and Gharar, This principle reminds us to avoid riba (interest) and gharar (excessive uncertainty) in economic transactions. Islam forbids the practice of riba and excessive speculation. These principles of halal economics form a strong ethical foundation for economic activity in Islam (Fathoni and Syaputri 2020). They are designed to create an economy that is more just, sustainable, and per Islamic moral values.

The halal economy significantly drives sustainable economic growth by boosting the production, distribution, and sales of halal products and services. It creates job opportunities across various sectors, such as agriculture, manufacturing, banking, and tourism, reducing unemployment and improving livelihoods. As the sector grows, it attracts investments in infrastructure like production facilities and halal testing laboratories, helping the industry meet international standards.

The halal economy also strengthens national revenues through taxes, certification fees, and exports, supporting government initiatives and reinvestment in the economy. Beyond economic benefits, it promotes cultural values by reflecting local traditions and customs. Moreover, it fosters economic inclusion by providing Small and Medium Enterprises (SMEs) and local entrepreneurs with access to new markets, creating a more inclusive and diverse economy.

The halal economy has great potential to support sustainable economic growth. It is one of the sectors that promotes sustainability, business ethics, and high product quality. With a prudent and sustainable approach, the halal economy can be one of the main motors towards sustainable economic growth in the future.

Halal economics includes various forms of economic activity that adhere to the principles of Islamic sharia. It covers a wide range of sectors and business models.

Halal economics encompasses a broad spectrum of economic activities that align with the principles of Islamic sharia. This includes a variety of sectors and business models, each adhering to guidelines that ensure products and services are permissible according to Islamic law. One of the main sectors within the halal economy is halal food and beverage, which involves the production, distribution, and consumption of food and drinks that meet halal standards, such as halal meat, dairy, snacks, and non-alcoholic beverages.

In the financial sector, halal economics is represented by Islamic finance, which includes sharia-compliant banking, insurance, and investment services. These financial products operate without interest (usury) and adhere to Islamic principles, providing ethical alternatives to conventional financial systems.

Another key sector is halal tourism, which caters to Muslim consumers by offering travel and services that align with Islamic values. This includes halal-friendly accommodations, food, and other travel services that conform to halal principles. Similarly, the fashion and textile industry within the halal economy focuses on producing clothing and accessories that meet sharia guidelines, ensuring the materials used and designs are appropriate according to Islamic standards.

Halal cosmetics and beauty products are also a significant part of this economy. These products are formulated without any haram (forbidden) ingredients, ensuring they are safe and suitable for use by Muslim consumers. In addition, the halal economy includes education and training in Islamic fields such as sharia law, Islamic finance, and religious education, fostering a deeper understanding of these principles in various sectors.

Technology and innovation play an important role in halal economics as well. This includes using technology to ensure products meet halal standards and developing innovative halal goods and services that cater to the growing demand. The halal food and agriculture industry also plays a crucial role, with the production of food and agricultural products that are free from contamination by haram substances, adhering to halal principles in animal welfare and food processing.

International trade is another vital aspect of the halal economy, facilitating the global exchange of halal products and services. Health and medical care services that comply with Islamic law, such as sharia-compliant hospitals and pharmaceutical products, also fall under this umbrella, ensuring that medical care aligns with ethical and religious standards.

In real estate, halal property development focuses on constructing residential and commercial properties that are free from usury and illicit activities, ensuring that the built environment meets sharia requirements. Lastly, the halal economy includes the arts and entertainment industries, where media, film, music, and performing arts are produced in a manner that respects Islamic values, offering entertainment that is both ethically sound and culturally appropriate. Altogether, halal economics offers a diverse and growing sector that not only contributes to economic development but also fosters ethical, socially responsible, and culturally sensitive business practices across a wide range of industries.

These are just a few examples of existing forms of halal economy. It is important to remember that halal economics is not only concerned with specific products and services but also includes business and financial principles that are by Islamic teachings.

The halal economy is a combination of the halal industry and sharia financial institutions (Saputri 2020) better known as the halal economy. The word halal economy or halal economy first appeared with the holding of a halal community called the halal word forum in 2011 in Malaysia. Collaboration between sharia financial institutions and the halal industry often results fairly in the success of the halal industry (Hartanto 2022) This is because the concept of sharia financial institutions and the halal industry is the

same as instilling Islamic sharia values in their activities. The concept of halal economics is still relatively new compared to the concept of Islamic economics. Where the scope of Islamic economics is broader and deeper than the halal economy (Hidayatullah, 2020).

Currently, requests for cooperation between Islamic financial institutions and the halal industry have increased. This is due to the increase in the Muslim population in the world as well. In this data, the Malaysia International Islamic Finance Center noted globally that the four main points in the main focus of the halal economy are; food, travel, lifestyle, and finances (Sulistiani, 2018). This can be proven by Malaysia as a driver of the halal economy. In Malaysia itself, the halal economy has become an important issue and a trend and has made Malaysia the country with the best provision of the halal economy in the world.

The criteria for Accessibility, Communication, Environment, and Services in the category of "Muslim Friendly Destinations" have been used as an assessment by the Organization of Islamic Cooperation (OIC) and non-OIC countries, with the largest number of Global Muslim Travelers in the world. which places several countries Asia such as Malaysia, Indonesia, Japan, and South Korea are ranked in the top 10 by the Global Muslim Travel Index (GMTI) using a systematic review method. The application of standards and regulations in each country varies. In increasing Muslim tourists' trust in food products, maintaining standardization of halal product guarantees must be implemented properly. Each country develops halal and quality products to support halal economic trends to optimize strategic sectors to increase state and community income.

HALAL INDUSTRY POTENTIAL

The Global Islamic Report projects an increase in 2023 of US\$1.863 billion, where total expenditure in the food sector will reach US\$1.303 billion. 2020 to 2022 yesterday, based on the release of data (SGIER) the Global Islamic Economy Report 2020/2022 provides the best data regarding consumer shopping styles today, where consumers prefer food and beverage equipment that already has a halal label.

This data continues to grow to 3.2 percent compared to 2018, with global Muslim spending amounting to USD 1.17 trillion in 2019. Estimates of consumer consumption styles for halal products will continue to increase in line with the increase in the human population. It is predicted that in 2024 there will be an increase of USD 1.38 trillion (Global Islamic Economy Report 2020/21, 2021). This shows the ability of Muslim consumers to spend their income in the halal food market. Ignoring the capabilities of Muslim consumers causes huge losses to the country's halal industry. Muslim consumers place great emphasis on the halal status of food products, which have several scientific benefits (Izhar Ariff Mohd Kashim et al., 2023). The rapid growth of the global halal market in recent years has attracted academics who are concerned with the development of halal standards. However, the actual process behind the formulation of the criteria specified in the halal standard has yet to be explored. This potential can be further developed. Maulana in his writings, that Indonesia has great potential to develop the halal industry as a country with the largest Muslim population in the world, which also has a large consumption value. (Suryawan et al.,

2022). The existing potential is also highlighted by legal regulations, the formation of KNEKS, stakeholder synergy, BPJPH as the agency that oversees halal certification, and various other potentials that support the development of a globally competitive halal industry in Indonesia. (Maulana, 2022).

In the Sharia Economic Masterplan 2019 – 2024, the meaning of halal is interpreted broadly. The feasibility of food/drinks for consumption is not only permissible and healthy but also meets the requirements set by sharia law. It is understood that products that have gone through a halal certification process are halal, with the inclusion of the halal symbol on the packaging. Another meaning is the process of maintaining cleanliness, quality, purity, and safety. This symbol is a world standard and a barometer that determines product quality (Kamila, 2021). Regarding halal standardization, it is not just economic development and international trade facilities, but there must be a form of protection regarding issues related to food security issues and national halal economic mechanisms that have consequences for poor global markets. The establishment and implementation of halal standards have been encouraged to facilitate international trade and economic development (Bergeaud-Blackler, 2016).

Considering the current existence of Malaysia as the center of the world's global Sharia market. Changes in regulations and policies related to Indonesian halal food often influence how the rules for production and distribution are carried out both domestically and internationally. For example, back in 2001, regarding a major corporate scandal, Fischer discussed that it was not only the enzymes in Indonesian food that were problematic but the whole world as well. This is because enzyme producers are still roaming around outside. The world is also intensifying how to eliminate pork enzymes in the food production process because it triggers a "new phase of halal proliferation and regulation on a global scale". Indonesia as a country with a majority Muslim population, provides the potential that Indonesia can become a center for a sustainable halal economy.

In addition, Suryawan et al. also stated by offering unique features in providing halal standardization studies that could consider culture, religion, and even the economy to form the formulation of halal standardization in countries with a contextual context from countries with a Muslim minority. One of them is the making of a policy in Indonesia where there are Islamic values in it which are full of political differences and the process of making regulations. Improvements in several related statutory regulations on Islamic law which are to be ratified as positive legal regulations have now begun to be implemented. One example is the Halal Product Guarantee regulation in Law No. 33 of 2004 and more recently the job creation regulation. (Suryawan et al., 2022).

The concept of holistic, which many people have dreamed of, one of which is a sustainable halal economic system. Brundtland defines sustainability as what coined the term sustainable development, meaning "development that meets the needs of the present without compromising the ability of future generations to meet their own needs." (Brundtland, 1987).

HALAL INDUSTRY

Indonesia's halal industry has deep roots in its rich culture and history. Since the arrival of Islam to the archipelago in the 13th century, halal principles have become an integral part of the daily lives of Indonesians. Food, drink, and way of life were adapted to Islamic teachings. However, industrialization and globalization have changed the dynamics of the halal industry to be more complex. In 1984, the Indonesian Ulema Council (MUI) was established, which is responsible for halal certification in Indonesia. Since then, Indonesia's halal industry has grown rapidly, covering various sectors such as food, beverages, pharmaceuticals, and cosmetics. In recent years, the Indonesian government has also been actively promoting this industry as one of the promising sectors for economic growth (Nasution 2020). The halal industry is an economic concept related to the production, distribution, and consumption of products and services that adhere to the principles of Islamic sharia. The halal industry has become an emerging and very important economic force at the global level. With a growing Muslim population, increasing consumer awareness about halal products, and soaring demand for halal products, the industry has tremendous potential for future growth and development. In this essay, we will explore some key aspects of the halal industry's potential going forward and how these will play a key role in supporting a sustainable halal economy. The halal industry has grown rapidly over the past few decades and is becoming one of the most promising economic sectors in the world. With a growing Muslim population globally, increasing consumer awareness about halal products, and demands for healthier, safer, and more sustainable products, the halal industry has reached the peak of its popularity. At the same time, governments and supervisory agencies in various countries have been working to develop stricter and more uniform halal standards. It aims to ensure that products sold as halal meet strict standards following Islamic teachings (Warto and Zainal 2020). These standards cover materials used, production processes, and business practices that conform to the principles of fairness and ethics.

The halal industry refers to economic and business sectors that focus on the production, processing, and provision of products and services that conform to Islamic halal principles (Rohaeni & Sutawijaya, 2020). The term "halal" in Arabic means "justified" or "allowed" in Islam, and halal in this context includes food, drinks, health products, cosmetics, pharmaceuticals, tourism, finance, and other services. (Agung Surya Dwianto, Eva Purnamasari, 2022). The halal industry is growing rapidly worldwide, mainly due to the significant and increasing number of Muslim populations globally. Muslim consumers from various countries seek products and services that meet Halal requirements to suit their religious beliefs and teachings (Ade Eko Setiawan, 2022).

The halal industry spans various sectors that focus on products and services in line with Islamic principles. One of the key sectors is halal food and beverages, which involves all aspects of production, processing, and distribution of products that meet halal standards. The halal cosmetics industry, on the other hand, offers body care and beauty products free from haram ingredients and compliant with Islamic teachings. The halal pharmaceutical sector is also growing, providing health products that adhere to halal guidelines. Additionally, halal tourism is gaining popularity, offering services and facilities that cater to

Muslim needs, such as family-friendly hotels, flights with halal food, and destinations that consider Islamic requirements.

The halal finance sector, which includes Islamic banking, halal investments, and Sharia-compliant insurance, plays a significant role in the halal economy. Finally, the halal fashion industry covers the design and production of clothing and accessories that comply with modest dress codes prescribed by Islam. All of these sectors continue to expand, offering alternatives that meet the needs of the global Muslim market. It has been several years in recent years that the halal industry has caught the attention of businesses and governments around the world. Countries and companies are vying to expand market share in the industry, recognizing the huge potential of the fast-growing Muslim market. Halal certification, marketing, and dissemination of information about halal products are important factors in the success of businesses in this sector.

Several key factors are driving the growth of the halal industry (Fathoni and Syaputri 2020). One of the most significant is the rapidly growing Muslim population worldwide, now estimated at over 2 billion people. This demographic expansion creates a vast market for halal products across a variety of sectors. As the Muslim population increases, so does the demand for goods and services that align with Islamic principles. Another contributing factor is the shift in consumer consumption patterns. Today's global consumers are more conscious of the quality, safety, and ethical standards of the products they buy. This growing interest in sustainability and ethical consumption has made halal products increasingly attractive, as they are perceived as meeting the highest standards of quality and integrity.

The recognition and expansion of international halal certification have also played a crucial role. With more countries and regulatory bodies collaborating to acknowledge halal certifications from different regions, halal products now have greater access to global markets. This international standardization has made it easier for businesses to offer their halal-certified products to a worldwide audience. Innovation within the halal industry has been another key driver of its growth. While halal products were initially limited to food and beverages, the industry has expanded into areas such as fashion, beauty, technology, and tourism, offering a wide array of halal-certified products and services to cater to diverse consumer needs.

Sustainability is also becoming an increasingly important focus within the halal industry. The principles of halal—such as fairness, transparency, and quality—are now being incorporated throughout the supply chain, creating opportunities for businesses to lead in sustainable practices and ethical production. Finally, government support has been a critical factor in the development of the halal industry. In many countries with large Muslim populations, governments are actively investing in infrastructure, workforce training, and promoting halal products on the global stage. This support not only helps expand the industry but also encourages global collaboration and trade in halal goods and services.

Indonesia's halal industry has a significant positive impact on national and international levels. This includes economic improvement, job creation, cultural promotion, and strengthening Indonesia's image on the global stage. Nonetheless, some challenges need to be addressed, such as the cost of halal certification,

standardization, workforce training, and global competition. Infrastructure development, innovation, and government support in halal are also very important to maintain the growth of this industry. Indonesia's halal industry is one of the great potentials that this country has. It is not just about the product, but also about identity and culture. By optimizing this potential and overcoming existing challenges, Indonesia can play an increasingly important role in the global market of the halal industry and continue to strengthen its identity and positive image in the eyes of the world. The halal industry is a bridge that connects tradition with the future, and Indonesia has a unique opportunity to lead the way on this journey.

SUSTAINABLE HALAL INDUSTRY DEVELOPMENT STRATEGY

Data from (SDGs) that have Sustainable Development goals adopted by the United Nations that development that is said to be sustainable is not only in one sector but in sectors such as economic, social and environmental. Sustainability of economic and environmental performance in the long term. This sustainability requires synergy, not just the government, but always policy makers and implementers. Kurniawan highlighted that companies are also responsible not only for creating economic value but also for environmental and societal values as a whole (Kurniawati & Cakravastia, 2023).

Currently, the highest position in the halal industry lies in halal food. This is because the value of halal food to a sustainable halal economy is very significant. Last year, around 30 percent of the waste products that had been distributed were part of the supply chain. A sustainable supply chain is one of the important issues that must be considered from the existing problems, and therefore it is important to reduce food waste to achieve sustainability in the supply chain. Halal food products are processed according to Islamic rules that are halal and tayyib in all processes from the selection of raw materials, and processing to packaging and supply distribution do not contain or be contaminated by non-halal ingredients (Kurniawati & Cakravastia, 2023).

The halal criteria in halal certification encourage the strengthening of the halal supply chain (Latifah 2022). Halal procedures are also very concerning and cannot be separated from what is called toyyib. Toyyib focus (Toyyib focus) includes everything nutritious, safe, hygienic, healthy, animal welfare, humane treatment of animals before slaughter, maintaining environmental cleanliness, fair trade, and sustainable consumption practices (Khan, Haleem, and Khan 2018). In the book *Ad-Darari al-Mudhabbah* which it is stated that "Anything that is considered dirty by humans from the animal species, not because it is 'illat' and not because it attacks, but because it is simply dirty/dirty, is haram (Yakub, 2009). Among the procedures is protecting the production site from the entry of things that damage the fulfillment of PPH (Halal Product Process) compliance criteria, for example, the presence of uncleanness. This is because it does not rule out the possibility of making production more difficult to keep clean. So halal materials are used and proven with a halal label, and production facilities must also be hygienic and clean (Latifah 2022).

The use of a traceability system (the ability to verify the location of the product's origin to the point of sale) is a system used in halal certification and not "End Product Analysis" (Sukoso). Traceability system, halal control points can be fully monitored if the product is suspected to be contaminated with non-halal

elements and detailed information can be recorded so that the point of contamination is identified and further action can be taken. Therefore, it is necessary to identify traceability system elements to support the integrity of halal products (Haryono and Handayani 2019).

In addition to developing strategies for optimizing the food industry, the tourism industry also needs to focus attention. Attracting foreign and domestic tourists is one of the first steps in creating the Halal Tourism Indonesia branding. It is proven that the slogan as a government marketing strategy to attract Muslim tourists to Indonesia has shown significant results. Thus, based on the 2019 Mastercard-Crescent Rating Global Muslim Travel Index, Indonesia has succeeded in being ranked first for halal tourism. According to Fariha, in 2020, the total number of Muslim foreign tourists has the opportunity to reached 158 million with this achievement. Meanwhile, the Tourism Ministry projects five million foreign Muslim tourists in 2019 compared to 2.6 million in the previous year. According to Eko, the ministry will also accommodate 7.3 million foreign tourists in 2024. Therefore, the branding of halal tourism in Indonesia aims to improve the economic sector (Slamet et al., 2022).

Slamet et al, highlighted that both stakeholders and the government have one thing in common, namely economic problems. Halal tourism is an area with attractive complementary facilities and can be accessed by tourism based on sharia principles (Fatwa Dewan Syariah Nasional – Majelis Ulama Indonesia, 2016). Availability of Halal food is a priority for Muslim tourists, as hotels and airports are Muslim-friendly, with no alcoholic beverages and pork products. The government promotes Indonesian tourism through the "Halal Tourism Indonesia" logo (Peraturan Menteri Pariwisata Nomor KM.40/UM.001/MP/2018, 2018). Halal tourism is utilized through products and services for economic purposes for tourism service actors. For the government, halal tourism is used as a promotional medium to benefit the country's economic growth. Both can encourage improvements in community welfare (Slamet et al., 2022).

Including IoT embedded in sustainable supply chains, green cloud computing, artificial intelligence (AI) for humanitarian health crises, optimization of sustainability, maintenance 4.0, energy efficiency in cloud software, and Industry 4.0 in the pharmaceutical sector as well as other sectors can be strategies considering sustainability among the many aspects of Industry 4.0 (Beltrami et al., 2021). But it needs to be realized, continue to make evaluation efforts to become a completeness of the development strategy. Often there is no comprehensive evaluation and thematic analysis of the relationship between Industry 4.0 and sustainability. The existing literature review only covers some aspects of Industry 4.0 and sustainability and does not evaluate Industry 4.0 technologies and dimensions of sustainability holistically to understand the interrelated dynamics. In addition, they do not thematically analyze the relationship between a single technology and sustainability and do not aim to investigate the theoretical potential and pitfalls associated with it. (Beltrami et al., 2021).

Industry with a sustainable 4.0 concept can be identified by several supporting factors that are suitable for boosting the economy, such as government support, forms of collaboration between research laboratories and industry, standardization of the technology used, accurate information related to industrial

development with the 4.0 concept which leads to economic sustainability which is always increasing. (Beltrami et al., 2021).

Beltami mentioned and related that the industry with the 4.0 concept has concerns regarding human rights. Because this technology raises new problems, namely privacy, ethics, and personal autonomy. Big data can create ethical problems in the definition of machine learning algorithms. Loss of privacy regarding personal data, but not all claim that it will. Some parties also interpret that the industry with the 4.0 concept provides non-discrimination support and public safety. Internet of Things or IoT can be a tool for the fast exchange of information both outside and inside the company without requiring physical touch inside and increasing industrial productivity. Several studies explain that the industry with the 4.0 concept will be able to reduce the industry's daily costs. Thus IoT or the Internet of Things offers an offer to increase the contamination of a product. This IoT adopts additive manufacturing to help industrial businesses increase cash (revenue alien) when a product is purchased and has not been produced by an industry.

A sustainable blockchain framework for halal food chains. As it is widely known, blockchain can improve the integrity of the supply chain, but its impact on the halal food supply chain is unknown. Disruptive technologies in Industry 4.0 can bring much-needed transparency to the food supply chain. The challenges faced are varied. However, the halal food supply chain can gain a unified and fresh perspective to postpone or replace blockchain technology. In addition, the role of supply chain integration and food regulation in the halal food chain is the most important support for the success of blockchain technology (Ali et al., 2021).

METHODS

This research uses descriptive qualitative research (Sugiyono, 2008). This type of research is research whose aim is to obtain conclusions and conclude in the form of descriptions of events in research procedures or research objects by describing the results in narrative form. This research aims to explain and describe data related to the potential and strategy for halal economic development in the halal industrial sector. The data collection technique used in this research is by using library research or library research. The literature study in question is collecting several scientific works, journals, printed books, online books, online media, and websites that are related and relevant to the research.

This research uses a critical paradigm that places humans as having great potential to construct social reality according to their preferences. Although there are obstacles related to structure, system pressure, conditions as well as social factors. In this paradigm, knowledge is seen as not only full of values but also theorists and researchers taking action based on the resulting theory. One of its characteristics (Muhammad 2008) is to describe the relationship between structures and people dialectically, which leads to the role of building dialectical bridges and rejecting economic determinism.

RESULT AND DISCUSSION

In looking at the potential and strategy for developing the halal economy in the halal industry, we must first explore the potential that can be developed, every country cannot be separated from digitalization. Such technology, device, and process acceleration includes the Internet of Things (IoT), Cyber-Physical Systems (CPS), autonomous robots, visualization technologies (virtual and augmented reality), cloud computing, blockchain technology, big data analytics, additive manufacturing, etc. have touched all areas. The development of Industry 4.0 fits into the broad debate about industrial sustainability. Especially regarding the development of the halal industry.

Over time, a sustainable halal economy is interpreted as an effort to balance or integrate the following three focuses on halal, social, and environmental economic performance commonly called the triple bottom line (TBL). In the business world, a business that can be said to be developing or sustainable must depend on these three dimensions. Halal industry with the 4.0 concept. This cannot be separated from the novelty and innovation of the current business model. Because the halal industry with the 4.0 concept can increase profitability, and excess carbon emissions, a sustainable halal economy is always in synergy, and resources are maintained, as well as the development of such human resources. It primarily provides halal economic indicators, to study how these may be related and interdependent with each other. While it is not uncommon to find the halal industry, they have been linked to development 4.0 and technology-related environmental and social performance indicators, with a few exceptions (for example, the halal industry has used AI and data analytics to assist them with career paths or augmented virtual reality for the environment). safer and faster learning).

The halal industry with the concept of Industry 4.0 also known as the Industrial Revolution 4.0 is a concept that combines digital technology with production and manufacturing processes in the halal industry. In the context of the halal industry, Industry 4.0 has great potential to develop the halal industry with the Industry 4.0 concept. The following are some of the potentials of the halal industry with the halal industry 4.0 concept:

1. Increased production efficiency

With the adoption of advanced technologies such as the Internet of Things (IoT), Big Data, and Artificial Intelligence (AI), the halal industry can increase production efficiency and optimize supply chains. This can reduce production time and costs and improve the quality of halal products.

2. Increased transparency and security

Blockchain technology can be used in the halal industry to ensure transparency and security in the supply chain. By using blockchain, information regarding halal certification, the origin of raw materials, and production processes can be easily verified by consumers and other interested parties.

3. Product and service innovation

Industry 4.0 opens up opportunities to develop innovative halal products and services. For example, the use of Augmented Reality (AR) and Virtual Reality (VR) technology can provide an interactive experience for consumers in choosing halal products. Apart from that, the use of digital technology can also make it easier to market and distribute halal products more effectively.

4. Regarding halal tourism, it is also related to halal food

In a review of important and significant aspects that influence visitor satisfaction (Nuraini and Sucipto 2021), one of them is halal food in utilizing sensory experiences that satisfy tourists' senses. One of the service criteria for the core needs sub-criteria is halal food. In the GMTI assessment of service criteria, service sub-criteria include 1) core needs (consisting of halal food and worship facilities), 2) core services (consisting of hotels, and airport facilities), and 3) unique experience.

5. Increasing global market access

With digital connectivity and advances in communication technology, the halal industry can expand its market reach to a global level. E-commerce platforms and online marketplaces can be used to market and sell halal products to consumers around the world.

To exploit the potential of the halal industry with Industry 4.0, there needs to be cooperation between the government, entrepreneurs, and society. The government can provide policy and regulatory support that facilitates the development of the halal industry with technology 4.0. Entrepreneurs need to continue to develop innovation and improve technological capabilities in the production of halal products. Meanwhile, society needs to increase awareness and demand for high-quality halal products. With the potential of the halal industry and the adoption of Industry 4.0 technology, it is hoped that this sector can continue to develop and make a significant contribution to the growth of the halal economy in Indonesia and throughout the world. Although the halal industry has the potential to improve the halal economy by adopting technology, halal industry 4.0 poses economic risks and uncertain profitability that require careful evaluation. The potential direction always focuses on cyber-physical production technologies that can increase the efficiency of various activities or reuse and recycle materials, as well as energy management by monitoring energy consumption in real-time.

Then in the halal economic development strategy, several strategies need to be implemented:

1. The government needs to adopt pro-halal policies, such as providing incentives and facilities for halal industry players.

Law as a legal system is not oppressive, orthodox, and reductionist but rather a system that is rational, transparent, democratic, autonomous, and responsive to developments in the aspirations and expectations of society. This effort can be said to encourage more applicability to always be responsive to developments in needs.

When referring to the 4 legal attributes of Pospisil, this regulation in terms of, firstly, the rule of obligation has the attribute of authority which is interpreted as the decision of those in power in society. Furthermore, the attribute of universal application intention is the attribute that the law is useful for universal application which is also long-term. Then the nature of the obligation (which contains the obligation of the first party to the second party and vice versa) (A. Ali 2009).

Indeed, the Government has drawn up a policy related to guaranteeing halal products as an effort to encourage the development of the halal industry for the domestic market and increase exports of Indonesian halal products to the global market. Products that enter, circulate, and advertise in the territory of Indonesia must be halal-certified. Law Number 33 of 2014 Article 4 Mandatory As of October 17, 2024, all food and beverage products circulating and circulating throughout Indonesia must be halal certified. BPJPH supports the implementation of halal product guarantees for SMEs, UMK products, as well as all business actors.

Self-declaration is one of the programs that has been established by the government to encourage adjustments to JPH regulations which regulate the ease of halal certification for micro and small businesses. Where is the Ease of Micro and Small Business Actors in providing halal certificate obligations through statements of Micro and Small Business actors? Ease of halal certification for micro and small business actors who meet halal standards set by BPJPH.

Providing convenience for business actors in extending halal certificates. Providing ease of halal certification financing for Micro and Small Business Actors Arrangement of time certainty for halal certification services at BPJPH, LPH and MUI. The implementation of the policy also influences the expansion of structural roles which contribute to the success of implementing halal product guarantees.

When discussing policy, Latifah said that the halal certification obligation was accommodated by various regulations, both main and derivative, which helped accelerate the implementation of the Law on halal certification obligations. In his writings on the legal system in halal certification policies, he discusses a hierarchy of rules that shows a clear process in which regulations are continuously updated to take steps to encourage ease of implementation, including self-declaration for MSEs or self-declare (Latifah and Haq 2023).

However, it was also explained that there had not been a detailed explanation of the penalties for policy violators, because they had not emphasized sanctions and tended to be more persuasive in determining halal certification obligations. Indonesia's halal inclusion is strongly encouraged by their seriousness in implementing halal certification. Compliance will coincide with the convenience and benefits that can be obtained.

2. Increased investment in research and development of halal technology is needed to improve the quality and diversification of halal products.

Submission of halal certification for food has now been through the SIHALAL Application with the link tsp.halal.go.id. shows the need for continued development and renewal as well as supervision so that digitalization can be understood by all relevant parties. Meanwhile, in halal tourism, of course, this cannot be separated from the digitalization of financial transactions in Indonesia which has the opportunity to continue to be developed and become an instrument of economic growth in Indonesia. Fintech, cryptocurrency, Qris, and digital wallets have become actual discussions for Indonesian people. Through the development of digital technology and the openness of access to information that has not crossed national boundaries, the use of fintech and digital wallets is still under discussion, but its practice has expanded and been accepted by people in various circles. With its youthfulness and accessibility offer.

Increasing investment in research and technology development is also urgently needed in the halal economic sector, be it in terms of fashion, transportation, food, tourism, as well as cosmetics. The sharia economy, which focuses more on safe transactions and investments, does not violate sharia, which oppresses other users. Transparency, no usury, fairness and equality, and responsibility. Opportunities for digitalization and increased innovation can continue to be balanced with systems that can combat crimes such as money laundering, tax evasion, financing of terrorist organizations, or business fraud.

Where since Bitcoin, the blockchain space is rapidly expanding one of the essential software to interact with the blockchain and hold private-public key pairs for different crypto assets and securities are stored like wallets. While Cryptocurrency is also starting to be favored by groups that understand it and even make it a media investor in a commodity. Qris is also a form of media accommodation for accelerating financial technology at this time, by only reading barcodes in making transactions without making payments with cash or it is called cashless.

Some of the widespread phenomena described above have been covered by regulations, such as DSN-MUI No.116/DSN-MUI/IX/2017 concerning Sharia Electronic Money, POJK No.13/POJK.02/2018 concerning digital financial innovation, Governor Board Regulation No. 24/1/PADG/2022 concerning the implementation of the National Quick Response Code standard for payments and other regulations, forming an Islamic economic and financial system that can adapt to accelerated technological developments.

Talking about investment, it is necessary to look at the Islamic economic and financial system which cannot be separated from the existence of various government structures that are in harmony to accommodate acceleration. For example, Bank Indonesia together with the payment industry site that developed Qris, BI-Fast. There is DSN-MUI which provides fatwas regarding the permissibility of various uses of digital wallets. There is also the OJK which provides supervision and permits to third parties as well as safe fintech technology developers allowed by sharia. And the government continues to strive for ease of payment in all transactions in society. For example, ease of paying taxes, electricity bills, and others. In addition, some banks have contributed to continuing to open cashless services, both in financing payments, savings, and synergies in collaboration between fintech institutions, zakat, infaq, sadaqah, and sukuk fund-raising institutions. Apart from real transactions, the capital market is also a trusted investment place apart from banking institutions. The perpetrators cannot be separated from digital finance. The sharia system in various financial transaction media has also been clearly distinguished from the conventional one even though the practice depends on the user. For example, in Islamic fintech, Islamic digital wallets and loci have also been distinguished, there are Islamic capital markets, and there are Islamic banking mergers which have also contributed to the increasing use of Islamic services. Which means that every transaction does not violate Islamic law. Taman Ghadir does not contain *tadlis*, *maysir*, *gharar*, *ikhtikar* and *usury*. Transactions carried out with mutual consent do not harm other people.

3. Increased investment in research and development of halal technology is needed to improve the quality and diversification of halal products.

Another strategy for developing the halal industry can be started by mapping the current obstacles. Both in terms of certification and policy, the roadmap for the development of the halal industry, standardization of halal products, human resources, as well as infrastructure and production. Increasing halal certification is also needed, even though the law has passed its mandatory validity period. Strategy formulation is also accompanied by the need to improve the quality of Muslim resources, and

the establishment of legal structures or parties/agencies that focus on addressing existing goals. Research from Latifah revealed that the implementation of laws and regulations regarding the obligation of halal certification for MSMEs in Law No. 33 of 2014 and PP No. 31 of 2019 is sometimes considered not to have been implemented well and its implementation has not been implemented optimally (Latifah, 2022). This is caused by communication between stakeholders, as well as the tendency of implementers to implement certain policies optimal

The success of law when harmonization is realized, William Dunn in his book *Public Policy Analysis*, an integrated approach, that; “Responsiveness refers to the extent that a policy satisfies the needs, preferences, or interests of particular groups.” As one of the criteria for policy success, responsiveness refers to the extent to which a policy can satisfy the needs, preferences, or values of certain groups of society (Public Policy Analysis Dunn, n.d.). In other words, from the community's perspective, the success of a policy can be seen through its response to the implementation of the policy, be it a positive response in the form of support or a negative response in the form of rejection. Community involvement is important in supporting the success of policies, especially business actors who are beneficiaries and also have a demand to comply with them.

Synergy is needed between parties, both from business actors who are encouraged and the positive response given can mandate halal certification in addition to being able to grow and develop with the challenges faced by each business actor. A directing strategy to always be digitally connected is also needed considering that the world is currently familiar with digitalization without borders. For example, building a credible blockchain development that helps strengthen supply chains in the existing halal industry. This strategy must also be accompanied by the development of other halal economic sectors, such as the halal industry in the fields of halal food and drinks, halal tourism, and fashion lifestyle. Because in this field it is very possible to develop a sustainable Indonesian halal economy. The results of the analysis regarding the potential and strategy for halal economic development in the halal industrial sector provide a number of important implications for various stakeholders, including the government, industry players and consumers. The implications of these findings can be divided into several main aspects:

The development of the halal industry holds significant economic, social, technological, and environmental implications. Economically, it has the potential to become a key driver of global growth, particularly in countries with large Muslim populations. By supporting small and medium enterprises (SMEs), the sector can help boost local economies and increase export opportunities. Socially, the halal industry improves the welfare of Muslim consumers by providing affordable, high-quality products that adhere to Islamic principles. It also promotes ethical consumption on a global scale, encouraging responsible and sustainable purchasing decisions.

Technologically, innovations like blockchain and digital platforms can enhance transparency in halal product supply chains, increasing consumer trust. Research and development investments are driving the creation of new halal products, such as plant-based alternatives and halal-certified cosmetics. In terms of regulation, global standardization of halal certification will ease international trade, reduce

barriers, and increase competitiveness. Governments can support this growth with policies that incentivize investment and provide training opportunities.

Environmental sustainability is also a key aspect of the halal industry, as its ethical principles align with eco-friendly practices, including the use of responsibly sourced ingredients and waste-reducing production methods. The halal market is not only growing within Muslim communities but is expanding to non-Muslim consumers who are attracted to ethical, high-quality, and sustainable products. Emerging markets, particularly in Africa, Southeast Asia, and Latin America, offer significant opportunities for further growth.

Finally, the halal industry fosters international cooperation, promoting cross-border partnerships and enhancing economic diplomacy between Muslim and non-Muslim countries. By strategically developing this sector, the halal industry has the potential to drive a more inclusive, sustainable, and ethically based global economy, benefiting a wide range of stakeholders while contributing to global development.

CONCLUSION

The halal industry has become an increasingly strategic economic sector in various countries, especially for the Muslim community. Halal, which refers to products and services that meet the requirements of Islamic sharia, has attracted the interest of global consumers who are increasingly aware of the halal aspects and suitability of the products they consume. Halal economic potential includes significant market growth, with increasing demand from Muslim and non-Muslim communities. The halal industry includes food, pharmaceuticals, cosmetics, finance, tourism, and other sectors, which offer promising business opportunities. In addition, halal certification has become an important tool for expanding access to global markets, opening up lucrative export opportunities. To develop a halal economy, several strategies need to be implemented. First, the government needs to adopt pro-halal policies, such as providing incentives and facilities for halal industry players. Second, increasing investment in research and development of halal technology is needed to improve the quality and diversification of halal products. Third, effective promotion and marketing must be implemented to increase consumer awareness about halal products. In addition, partnerships between government, industry, and financial institutions can strengthen the halal economic ecosystem. Providing special training and education for workers in the halal industry is also important to improve skills and product quality. By exploring the potential of the halal economy and implementing the right strategies, the halal industrial sector has the potential to become a major force in the global economy, encouraging economic growth that is inclusive, sustainable, and oriented towards Islamic ethical values.

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